



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application: Samson et al. Group Art Unit: 3622
Serial No.: 09/711,183 Examiner: Arthur Duran
Filing Date: November 13, 2000 Docket No.: 052559-5001
Title: Method of Providing Online Incentives

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

CERTIFICATE OF MAILING UNDER 37 C.F.R. 1.8

Dear Sir:

I hereby certify that these papers are being deposited with the United States Postal Service with sufficient postage as first class mail on the date below and in an envelope addressed to the Commissioner of Patents, P. O. Box 1450, Alexandria, Virginia, 22313-1450.

November 16, 2004
Date of Deposit

Jeffrey P. La Forest
(Typed or Printed Name)

Jeffrey P. La Forest
(Signature)

Documents deposited:

1. After Final Response



AF/3622
JFW

PATENT APPLICATION

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AFTER FINAL RESPONSE

Dear Sir:

Applicant acknowledges the receipt of the Final Office Action dated August 18, 2004, setting a shortened statutory period of 3 months (November 18, 2004) to respond thereto. As this After Final Response is being filed under Certificate of Mailing dated November 16, 2004, no additional fees appear due.

In the Final Office Action, the examiner rejects all 22 pending claims. Applicant appreciates the Examiner's consideration in the telephone conference held on November 1, 2004, and his suggestion regarding the filing of this After Final Response. In the telephone conference, the Examiner indicated his willingness to consider amendments to the claims to overcome the Section 101 rejection. Applicant herein presents language as discussed with the Examiner to overcome the Section 101 rejection. Further, an at length discussion was had regarding the

disclosure of the Hammons reference. Applicant appreciates the Examiner's willingness to further review the present claims in light of the amendments and arguments presented herein.

Accordingly, applicant submits this After Final Response. Please review the Response in view of the following amendments and remarks.